

002

RECEIVED

8 APR 66 12:55

DISPATCHED

4. SITE

F

[Handwritten signature]

TRANSMITTED BY

RECEIVED BY

(Office)

DITNSA

(Ext)

3115

ILLEGIB

6. SUBJECT OF MESSAGE

MEMO

7. CLASSIFICATION/CONTROLS

UNCLASSIFIED

8. NO. OF PAGES

2

LDX TO
(9)

DELIVER TO
(10)

EXTENSION
(11)

ROOM NUMBER
(12)

~~SECRET~~ CIA

CIA

STAT

13. REMARKS

RTN ORIGINALS WITH
DTG of QSE.



7 April 1986

MEMORANDUM FOR THE DIRECTOR OF CENTRAL INTELLIGENCE

Dear Bill,

Overall, I like the message in the speech. The themes are good, and they offer some "news pegs" as well as arguments that may strike a sympathetic chord here and there.

On using your letter to the President, or the essence of it, I believe you should. The loss won't be that great. Yet it lays a basis for blaming irresponsible press revelations for the high costs of intelligence. That theme -- the leakers and the media are costing the taxpayers millions -- needs careful long-term cultivation. You won't win friends at this meeting for making the point, but I like it and believe it can be made to resonate over the next several months.

On lesser points, you may want to consider editorial changes. I find the whole text a little long. Eight to 10 pages can easily consume 15-18 minutes delivery time.

I also find the key themes too loosely woven. The overarching construct is excellent: intelligence and journalism have a lot in common. They also have acute differences. Why not get the common points together, succinctly stated, then deal with the differences? The text now goes back and forth, losing the power of contrast.

The next big theme, potentially, is "Who pays for leaks?" It gets short shrift on page 4. It needs expansion, using data from your letter to the President.

The last big theme is "our common goal." Why we and the media share a common goal is diffusely spread in the text. I'd end with a sharply focused upbeat section on this point. It is the right note to end on. It wraps you in the flag and offers them a chance to wrap themselves as well.

How would -- or should -- this speech play? Two headlines seem possible, both desirable:

-- ~~DCI says~~ *Leaks* cost taxpayers millions +

-- DCI seeks common ground with media

I hope these reactions are of some use.

Sincerely,

Bin
WILLIAM E. ODOM
Lieutenant General, USA

*Unauthorized
disclosures*

*jeopardize
the safety
of our
citizen*